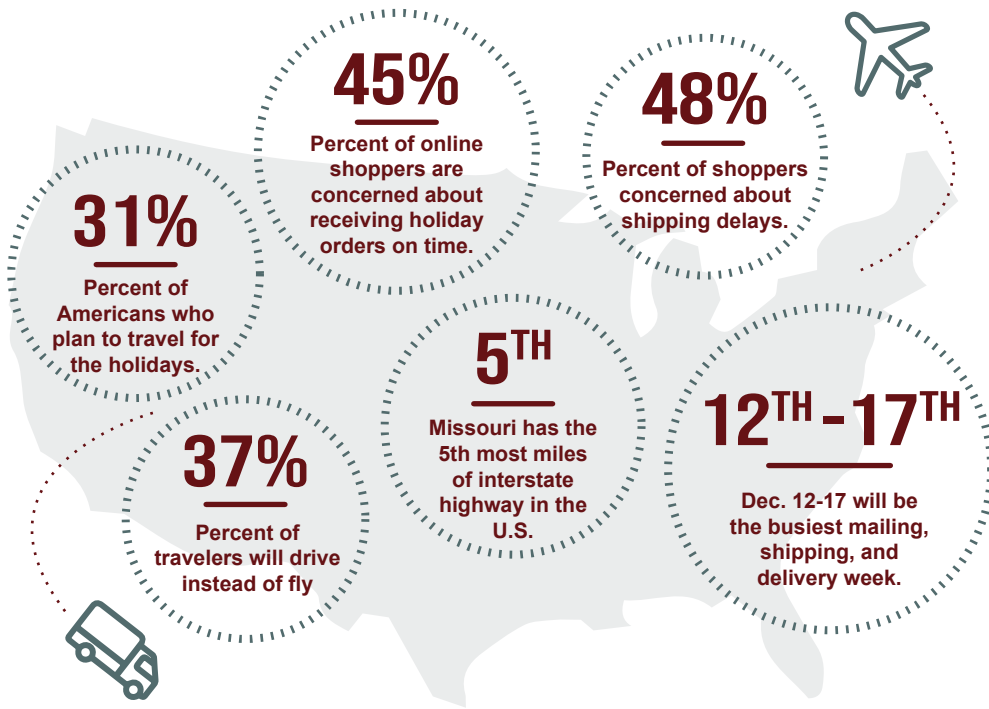


Winter Holiday

OUTLOOK



TRAVEL AND SHIPPING



LOCAL FACTS

NOEL, MO



Once a year, a city in McDonald County changes its name for a very special postage stamp. It's the city of Noel, pronounced "Nole,"—which becomes "Noel" (no-ell) this time of year for the annual Christmas postmark.

The 90-year tradition lives on, as volunteers work in the Post Office lobby from Thanksgiving to Christmas Eve to affix a special stamp on the incoming letters. This year, they expect to stamp more than 40,000. Over the years, cards have come in from states across the nation and countries around the world.



739

Number of acres dedicated to Christmas tree production in Missouri.

\$408,870

The estimated value of Christmas tree production in Missouri in 2019.

8,971

Number of trees harvested including Balsam, Nordmann, Fraser, Douglas Firs, Scotch and White Pine.

\$28.6 BILLION

Total expected spending on gift cards this season. The top three gift cards consumers plan on purchasing are Restaurants (27%), Department stores (26%), and Bank-issued (25%).

91%

Percent of consumers plan to celebrate the winter holidays which include Thanksgiving, Kwanzaa, Hanukkah, and Christmas, and big shopping days, such as Black Friday, Small Business Saturday, Cyber Monday, and Super Saturday.

\$832.84

The amount shoppers plan to spend overall on gifts and holiday items this year.

60%

Percent of holiday shoppers who start shopping before November, to spread out their holiday budget for gift shopping, as they try to avoid spending a large amount of their budget all at once.

6-8%

Percent of retail sales that will increase between November and December over 2021 retail sales.

62%

Percent of holiday shoppers say they agree that it is important to spend on holiday gifts and celebrations.

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